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**PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)**  
**FY 2006**

(Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).)

Application Number 09/832,141

Docket Number (Optional)

1858-4826US

For SCENTED BOWLING BALLS AND METHODS

Filed April 9, 2001

Art Unit 3711

Examiner W. Pierce

This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application.

The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):

	<u>Fee</u>	<u>Small Entity Fee</u>	
<input checked="" type="checkbox"/> One month (37 CFR 1.17(a)(1))	\$120	\$60	<u>\$60</u>
<input type="checkbox"/> Two months (37 CFR 1.17(a)(2))	\$450	\$225	<u>\$_____</u>
<input type="checkbox"/> Three months (37 CFR 1.17(a)(3))	\$1020	\$510	<u>\$_____</u>
<input type="checkbox"/> Four months (37 CFR 1.17(a)(4))	\$1590	\$795	<u>\$_____</u>
<input type="checkbox"/> Five months (37 CFR 1.17(a)(5))	\$2160	\$1080	<u>\$_____</u>

- Applicant claims small entity status. See 37 CFR 1.27.
- A check in the amount of the fee is enclosed.
- Payment by credit card. Form PTO-2038 is attached.
- The Director has already been authorized to charge fees in this application to a Deposit Account.
- The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to

Deposit Account Number 20-1469. I have enclosed a duplicate copy of this sheet.**WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**I am the  applicant/inventor.

assignee of record of the entire interest. See 37 CFR 3.71  
 Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

attorney or agent of record. Registration Number 38,581  
 attorney or agent under 37 CFR 1.34.

Registration number if acting under 37 CFR 1.34. \_\_\_\_\_



May 15, 2007

Date

Brick G. Power

801-532-1922

Typed or printed name

Telephone Number

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

 Total of \_\_\_\_\_ forms are submitted.

05/18/2007 TBESHAI1 00000053 09832141

CERTIFICATE OF MAILING

82 FC:2251

60.00 OP

Express Mail Label Number: EV962538633US

Date of Deposit: May 15, 2007

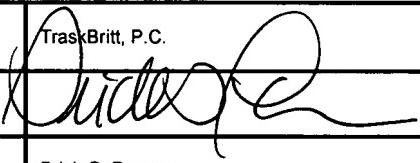
Person Making Deposit: Cat Bratton

This collection of information is required by 37 CFR 1.136(e). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

<b>TRANSMITTAL FORM</b>		Application Number	09/832,141
		Filing Date	April 9, 2001
		First Named Inventor	William Chrisman
		Art Unit	3711
		Examiner Name	W. Pierce
(to be used for all correspondence after initial filing)		Attorney Docket Number	1858-4826US
Total Number of Pages in This Submission <b>1</b>			

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment / Reply	<input type="checkbox"/> Petition	<input checked="" type="checkbox"/> Appeal Brief; Claims Appendix; Evidence Appendix; Check in the amount of \$250.00
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input checked="" type="checkbox"/> Extension of Time Request; Check in the amount of \$60.00	<input type="checkbox"/> Terminal Disclaimer	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Reply to Missing Parts under 37 CFR1.52 or 1.53		
<b>Remarks</b>		
The Commissioner is authorized to charge any additional fees required but not submitted with any document or request requiring fee payment under 37 C.F.R. §§ 1.16 and 1.17 to Deposit Account 20-1469 during pendency of this application.		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	TraskBritt, P.C.		
Signature			
Printed Name	Brick G. Power		
Date	May 15, 2007	Reg. No.	38,581

CERTIFICATE OF MAILING			
Express Mail Label Number: <u>EV962538633US</u>			
Date of Deposit: <u>May 15, 2007</u>			
Person Making Deposit: <u>Cat Bratton</u>			

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

# What's News-

## Business and Finance

**D**ISNEY'S NEWEST NAME, "World of Disney," is set to succeed Michael Eisner as CEO next year, and the choice was made by Oct. 1, company officials said. Those who were involved in creating the new name, which has been under consideration for the past year, say, is Disney's "inertia" when Disney leaves open the question of how long she will stay on the job.

Actions in Canada and on Capitol Hill are considered.

**R**ediffusion East is considering an offer for Unilever, raising the possibility of a bidding war with Chiquitacalco and China National for the California energy company.

(Details on Pages A2 and A3)

**L**atin America is in talks to acquire Swiss International, in what would be another move toward European airline consolidation.

(Details on Page A2)

**A**fter a year of negotiations, the requested permission to buy out a U.S. pension fund's ownership of mechanical engineering services.

**H**annover American Airlines' Chapter 11 in April 2004 and flight attendants ratified contracts.

(Details on Pages A2 and A3)

**O**P-ED members have become importers from Europe, the U.S. and Asia that is helping them arose wealth. Major oil companies' crude-oil futures raised from \$100 to \$110 a barrel over

the last year, demand became

more than supply, so oil prices

continued to rise.

**T**he U.S. economy is showing signs of recovery, but the

recession is still on.

**C**oncerns about the U.S. trade

deficit are growing.

**I**nternational trade is

becoming more important.

**S**ome companies are

looking for opportunities

abroad to expand their

businesses.

**M**any companies are

looking for opportunities

abroad to expand their

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**E**conomic growth is

expected to continue

in the short term.

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use search was a ruse...Mr. Mitchell's approach to good governance is no better than a carry at the fair, enticing words but in the end the game is rigged."

Mr. Mitchell, however, said the

Continued From First Page

"People will mention a ball and say, 'Oh, yeah, that's the one that's pineapple,'" says Jim King, editor of Bowling This Month magazine, which calls itself "The Consumer Reports of temps." The magazine notes the fragrance of each Storm ball in its product reviews. Mr. King says his reviewers refrain from comment, however, on whether they like one scent better than another, preferring to focus on how well balls knock down pins.

Like so many inventions, scented bowling balls came about almost by accident. In the 1980s, Bill Christiansen and operated a small chemical company in Ogden, Utah, where he made industrial cleaners for dishwashers and car washes.

"Detergents all have fragrances in them," he says. "Usually something citrus."

An avid bowler, Mr. Christiansen constantly heard bowlers complain about urethane bowling balls that lost a lot of their ability to hook as they soaked up lane oil. Some bowlers were putting their balls in the dishwasher, others in the bathtub, to wash off excess oil. Mr. Christiansen bottled a detergent-and-alcohol formula, added a spruce scent, and began selling it in pro shops as a ball cleaner called U-Clean/11-Score. He scored a modest success. Once he had learned the bowling business, a friend persuaded him to try manufacturing balls.

In the old days, when Ralph Kramden was toppling pins on episodes of "The Honeymooners," balls were made of rubber. But today's balls are the product of technological advances, with particle-laden urethane covers that add traction on oily lanes, and dense cores of several pieces in some cases—that give balls greater-than-ever punch when they smash into pins.

For all their fancy ingredients, the balls were still far too plain for Mr. Christiansen. Almost all of them came in blue, black or purple. And they all smelled like bowling balls.

"Most of the pro shops were very small," he says. "I'm not going to say they had a bad odor to them, but they

## Fragrances Add Some Zest to Bowling Balls

were kind of musty. I thought if we put in a fragrance, people would go over and smell the balls, touch the balls, and read our name on the balls."

His first scented ball, released in the spring of 2000, was grape. A lot of critics followed. Chocolate, which Mr. Christiansen thought would be a big hit, got mixed reactions. When a chocolate bowling ball sits too long in a bowling bag, alongside bowling shoes, the bouquet releases when the bag is opened像 a mighty punch.

"Very polarizing," says Mr. Christiansen. "Licorice was the same way."

Science marched on.

"We've probably tested about 100 flavors," he says. "The latest one we tested was a beer fragrance. That ball kind of stunk, really."

The scents are added to the chemical mix as the balls are shaped. Each model gets its own flavor. The X Factor Ace is wintergreen. Atomic Charge is cranberry. Fear Factor is plum. Fraser Bananashell is piña colada. Customers can't mix and match.

Shoppers definitely notice, says Bill Clark, the owner of Bowlers R.R., a pro shop in Des Plaines, Ill. But it's how a ball pounds the pins that ultimately clinches the sale. "If the ball doesn't perform, that person isn't going to care what it smells like," he says.

U.S. manufacturers produce more than two million bowling balls a year, according to manufacturers and wholesale distributors. By any count, it's a fairly small business that has been getting smaller as the number of league bowlers has slipped. League bowling peaked at about 4.5 million bowlers in the mid-1970s and has fallen to less than half that number now.

Storm makes only midrange and high-end balls, ceding the low end of the market to its bigger rivals: Brunswick of Lake Forest, Ill.; Ebonite International of Hopkinsville, Ky.; and Columbia 300 Inc. of San Antonio. In the high-end market, Storm and Brunswick both claim to be the market leader. Almost everyone agrees that Brunswick's unscented Absolute

is Tuesday, sue characters use resources to find out what was behind the delay. Two board members told her the process was taking longer than expected.

By Friday, Ms. Whitman had resolved

internal morale to reward the ship that is being righted at Disney," and "Tiger gets a lot of that credit."

Still, Mr. Igor has never proved him-

I expect to clean off my hitting booth, re-stitch my Mickey Mouse backpack and start surveying some of the other peaks that are on the horizon."

He says the aromatic liquid chemicals added to the walls of urethane had the unintended effect of increasing the tackiness or friction of the surface area, which resulted in a tiny bit of extra hook. He hopes to learn with further study whether some fragrances are tackier than others.

Storm's odors might not be strong enough to knock down pins, but some bowlers say the fragrances have occasionally distracted opponents. Others say the smells relax them, and they've gotten in the habit of inhaling before each throw. Tony Petri, manager of Action Pro Shop, says especially likes the way his balls smell in his car. "It's like an air freshener."

One Sunday recently at Waveland Bowl in Chicago, league bowlers fared about the aromas they would like Storm to offer next. New car was most frequently cited, followed by French fry.

"I don't think I'd go for a ball that smells like fruit," said Ron Motzen, 44 years old, who uses an unscented ball. "Maybe if they made one that smells like cracker."

Until now, Storm has never claimed that scents affected performance. But Steve Koenigsmann, the company's technical director, says computerized tests indicate that the aromatic chemicals give Storm balls a bit of extra hook. "It's kind of through ports on Lake Erie, is booming because the state is centrally positioned in terms of trucking goods to the Northeast and Southeast. To attract drivers, trucking companies are raising wages. Logistics companies are sprouting up. Northeast Ohio has top universities and health-care facilities, notably the Cleveland Clinic.

Mr. Motzen, of Superior Products, says productivity and sales per employee increased 30% last year because of new technology, creating growth. Without adding workers, a situation mirrored at smaller companies in the region. "We're not seeing a lot of job growth and that's not necessarily a bad thing for the future of manufacturing," he says. His own 80-employee company will be adding five or six new people this year because of new product lines. His main concern: finding educated workers who are sophisticated about technology.

## Ohio Offers Clues on Low Growth

Continued From Page A2

lead to employment growth. "The foundations are in place with strong productivity gains and a lower dollar. The manufacturing sector is in good health and will see improvement, more so in the second half of 2006," Mr. Bettune says.

The key is to build on the expertise in production and materials. For instance, the polymers industry is big in Ohio, thanks to the state's history of tire-making. Cleveland-based metal and forging companies are not making hip-replacement implants out of titanium, and chrome coatings for medical instruments that make them easier to disintegrate. Logistic companies are sprouting up to take advantage of its central shipping location.

The state can build on its inherent strengths, including its Midwest location. Shipping, mainly over highways

# Utah company strikes gold with its scented bowling balls

Before you'd buy a Triple X Factor, a bowling ball which sells for up to \$270, you'd want to check out the stats for its "gyration radius" and "flare potential."

And its fragrance, which is black cherry.

Don't laugh. Storm Bowling, the Brigham City, Utah, company that markets fragranced balls, says 15 top pro bowlers use its high-priced scented balls — including bowling's star, Pete Weber — and were rolled by the winners of nine of the last 20 Pro Bowlers Association events.



Sports Business

By Michael Hiestand

Bill Chrisman, the company's founder, agrees the balls "really can deodorize your car." But that's not the main reason for impregnating ball covers with "off-the-shelf" fragrances you might find in cleaning products — which Chrisman used to market.

In bowling centers' pro shops, he says, the scent prompts shoppers to literally sniff out the product: "They'll ask, 'What's that smell?' Then they'll go over and pick up the ball, which they might have never noticed otherwise. That's why we do it."

And Chrisman didn't just stumble onto the idea. He went into ball manufacturing with a business plan for making bright, multi-colored balls and, eventually, scented ones whose aromas are meant to last at least a decade.

"I just had these visions in my head," he says. "Because I didn't really know if it could be done."

Three years ago, he rolled out his first fragrance. "The one with the best impact off the bat was grape," says Chrisman, who rotates scents in his product line-up. "We've had good luck with raspberry. One I really liked that didn't go over well was cinnamon apple."

Chrisman says he "used to read all the marketing research on fragrance" when he was in the cleaning product business. But now he sometimes uses "just instinct," which failed him when it came to making bowling balls smell like chocolate.

"I thought it would be great," he says. "And combined with the smell of the balls, it was like a big Tootsie Roll. I thought people could relate to that. But it didn't go over well."

While bowling's 55 million participants make it America's most popular sport, most people just use what pops out of the ball return at their local alley. But consumers buy about 2 million balls annually, Chrisman says. And while the privately held Storm Bowling doesn't release sales figures, Chrisman says it has about 28% of the high- and mid-priced ball market — and fragrances have "done a lot for the brand."

Mike May of the Sporting Goods Manufacturers Association is "amazed" by the scented balls. But he also sees potential outside bowling: "Consumers have responded to balls, for various sports, that are easier to grip or come in new colors. So why not have ones that smell better?"

**Smarty pants?** Smarty Jones, the horse that could

## Athens Olympic torch relay is a hot marketing event

Steve Alem is president of Alem International, the Louisville, Colo., firm overseeing "the biggest moving event in peacetime history," the \$45 million Athens Olympic Torch Relay, which will leave Athens on June 2 and hit 33 cities in 35 days on six continents before returning to Greece. Alem, an event management company, was involved in three Olympic torch runs before it was hired to manage the 2002 Salt Lake and Athens relays.

**Q:** How'd you get into the Olympic torch relay business?

**A:** I was in an elevator at (the 1996 Atlanta Olympic organizers' office) and somebody said they needed drivers for the flame. I literally turned around, raised my hand and said I could help.

**Q:** Why so many stops?

**A:** Originally, Athens organizers wanted even more. They wanted hot spots — Baghdad, Teheran, Beirut, Bogotá, Belfast — to make it part of a truce movement. A great dream but impractical.

**Q:** Can people burn lights from the torch?

**A:** They took glee in that in Australia (in 2000). People think they'll light a cigar, roast a marshmallow. But we take it seriously. It didn't happen on my watch, with Salt Lake, and it never will.

**Q:** What's the first rule of relays?

**A:** The biggest lesson, bar none, is you can't put them together unless you're on the ground floor of what's been sold to sponsors. The marketing department might promise a 4-foot sign on a vehicle — and the vehicle ends up being 2-feet wide.

become racing's first Triple Crown winner since 1978, is already moving merchandise.

The National Thoroughbred Racing Association sells Smarty Jones gear on ntra.com through a licensing deal with the Chapman family, the horse's owners. NTRA marketer Keith Chamblin says sales of the horse's merchandise — about \$200,000 in the first 72 hours of publication — are far outpacing those of other horses who'd won the first two legs of the Triple Crown.

Says Chamblin, noting NTRA might market Smarty Jones "replica saddle towels" if there's a Triple Crown win: "His sales are more in line with officially-licensed Seabiscuit merchandise around the movie last year."

Chamblin says Smarty Jones merchandise will hit 40 racetracks this week. But as marketing momentum builds — Smarty Jones will appear in new Visa TV ads — there might be a dark side.

"There's a ton of counterfeiting going on already," says Michael Doctrow, an attorney for the Chapmans. "It seems like everyone with a sewing machine is out embroidering Smarty Jones shirts."

**Much ado:** As with swimming, gymnastics, golf and tennis, Major League Soccer is proving 14-year-olds can draw. ESPN2's ratings on MLS games with rookie Freddy Adu, 14, are up 48%, and he's played in five of the seven MLS games with the highest attendances.

**TODAY****FASHION & BEAUTY**

## Need a great gift for your guy on Dad's Day?

**Gift expert Robyn Spizman, author of "The Giftionary," shares some helpful ideas for the father (or fathers!) in your life**

Updated: 1:58 p.m. ET June 11, 2004

With Father's Day just around the corner comes the annual question: "What to get for Dad?" To help with some ideas, Robyn Spizman, gift expert and author of "The Giftionary," was invited on the "Today" show to share her advice on how to find the perfect present for the perfect dad. Here are the items she discussed on the show:

**For the dad who loves the green:**

**St. Benjamin Golf Scorecard**

**Organizer**

[www.RedEnvelope.com](http://www.RedEnvelope.com)

Cost: \$45 + \$5

(monogram) + s&h  
(\$7.95 for standard shipping)

(Gift wrap available for \$4.95.)

1-877-733-3683

advertisement

The advertisement features the Hellmann's logo at the top. Below it, the text 'BRING OUT ONLY THE BEST'. Underneath that, there are two buttons: 'See more recipes >' and 'Choose a recipe >'. At the bottom, there are three small images with labels: 'Honey Mustard Grilled Chicken', 'Mediterranean Baguette', and 'Chocolate Mayo Cake'.

The birdie on the par five. The ace in the back nine. Their golfing feats are more than just talk, and they've got the scorecards to prove it.

Made of espresso-stained beech wood with brown leather accents, this organizer is perfectly sized to archive their most memorable golf scorecards, photos and course maps. The front glass display is reserved for their favorite scorecard or photo. The optional nickel-plated plaque may be engraved with up to three initials. Measures 9" x 4" x 6 2/3" high. Exclusively from RedEnvelope.

**Additional Ordering Info:**

For Father's Day delivery, product must be ordered by these dates and times:

Ground cutoff: Fri. 6/11/04 11 p.m. ET

Priority cutoff: Wed. 6/16/04 11 p.m. ET

Rush cutoff: Thurs. 6/17/04 11 p.m. ET

SNBC - Need a great gift for your guy on dad's Day?

### For the stylish dad:

#### **Baseball Cufflinks**

[www.uncommongoods.com](http://www.uncommongoods.com)

Cost of item plus s&h: \$28 per pair + \$5.95

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Products are sold exclusively through RadioShack.

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The C430 cordless telephone with caller-ID from Clarity is a simple solution for people with hearing loss who have trouble communicating on the telephone. Affordable, discreet, and easy to use, the C430 is an ideal gift for the millions of dads and granddads who will struggle with the daily frustration of mild to moderate hearing loss on Father's Day.

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**For the dad who's all work and no play:**

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[www.hammacher.com](http://www.hammacher.com)

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**For the dad show loves a good strike:**

***Scented Bowling Balls from Storm***

Order or purchase scented bowling balls through bowling centers and pro shops in America. Use the zip code locator at [www.stormbowling.com](http://www.stormbowling.com) to find the bowling center/shop nearest you.

Scented balls are available in 11 different scents including black cherry, chocolate, cinnamon apple, lemonade, plum, blueberry, grape, black licorice, cinnamon, orange and cherry. Cost varies depending on model and ranges between \$150 and \$250.

Robyn Spizman is a gift expert, author of "The Giftionary" and a frequent guest on "Today."

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Sports Director****AP Sports****Scott Wins Rain-Shortened Nissan Open****Print it | Discuss it | E-mail it to a friend****Scented balls freshen up the bowling alley**

01:03 PM PDT on Monday, June 21, 2004

**NBC News**

There are some 55 million bowlers around the country. Now there's a new smell on the lanes, and it's not the shoes. It's scented bowling balls.

You know when a professional bowler is looking for a new ball, they look for things like the radius of gyration and even the flair potential. And the real professionals look for the smell too.

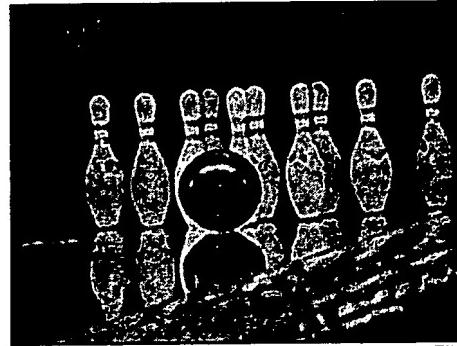
"We have every thing from orange to black cherries, lemonade, just about any fruit you can think of," said Trevor Hagedorn of Thunderbird Lanes.

There's nothing fishy here. Shirley Mattox is adding one to her bag.

"Oh it smells good ... my old ball doesn't smell, not that I know of," she said.

Bowlers across the country are sniffing out the "X Factor" balls, manufactured by Storm Bowling.

"Some of the previous X Factors were scented like chocolate. Some of the girls came in, don't even know the name of the ball."



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They'd say, 'I had the chocolate ball. I want the new one that smells like black cherries,'" said Hagedorn.

And even if your game stinks, at least your car won't.

"You could leave that ball in a bowling bag in the trunk of your car on a hot day. It will heat up the whole car like an air freshener," said Hagedorn.

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[Storm Bowling](#)

At least now, win or lose, you can leave the bowing alley smelling like a rose.

The scented ball sell for up to \$270.

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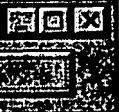
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Monday, July 19, 2004

## Scented balls on a roll

By Wendy Leonard Deseret Morning News

As the Professional Bowlers Association brought its second annual regional qualifying tournament to Utah over the weekend, balls were not only spinning down the lanes, but smelling good as well. "Just think of it as an added bonus," said Steve Kloempken, technical director of Brigham City-based **Storm Products Inc.** "It's just like (household) cleaners that have a smell, and we buy those all the time for their scent." Storm is one of only five bowling ball manufacturers in the world and the only one that manufactures scented bowling balls. Not all of the balls Storm makes have the industry-coveted scents. Solan said eight of the 20 styles come equipped with various scents such as black cherry, strawberry, chocolate, cinnamon, cherry, peppermint and lemonade. The balls range in color and can cost up to \$270 for the top-of-the-line ball. Storm's top-selling ball, the Triple X Factor, comes with a black cherry scent, but Solan said chocolate is his favorite.

"It smells pretty edible," he said. "It makes me hungry when I'm bowling. And if I were on a diet, I couldn't eat the bowling ball." Sure, a bowling ball is purchased for many reasons often determined by a bowler's rev rate, axis rotation and level of experience or lane conditions. But like fancy packaging on many products, Bill Chrisman, founder and CEO of Storm Products, has found that adding a scent carries a ball a lot further -- in the market, that is. For the past four years, scented bowling balls have been rolling off the shelves at local and national pro shops. "Most people won't remember the brand name of the ball, but they'll almost always remember the smell," said Ralph Solan, Storm's Northwest regional sales manager. Solan moved to Utah several years ago just to be a part of the Storm corporation. In 1991, Solan and Kloempken were teammates on TeamUSA, a national amateur team, in the Pan-American Games in Cuba. The team took home a gold medal in the bowling competition. "I used to bowl in tournaments for my income," Solan said. "I still play, but I've switched my competitive focus from throwing to selling." The balls are also known to freshen up a car or locker room. The scent is injected into the 2-inch resin coating during production and can permeate when temperatures increase. No ball has ever been returned for losing its scent, which Kloempken said should last at least 10 years. At any given tournament, Solan has an "arsenal" of eight balls, most of which are scented. He chooses the ball to use based on specific conditions of the lane, hook ratings and surface preparations. He has nearly 27 years of bowling experience and has just recently moved from amateur to professional status at the regional level. Solan

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said the competition in junior bowling leagues kept the love of the game alive in him for so long that he just kept going. Several top bowlers use the fragrant balls, and nine winners of the last 20 PBA events rolled Storm's scented product down the lanes. The product has been showcased on television and newspaper articles throughout the past year, which has really created a buzz for bowling as a sport. "Adding a smell creates more of an interest for the general public than just the bowler's market," Kloempken said. The balls definitely pique interest in the market as well. "If you don't have your own ball, bowling is a whole different experience," said Solan. Storm representatives displayed their product throughout the weekend during the PBA Wild Turkey Bourbon West/Northwest Gus Parks Sierra Mist Open at Denton Lanes in West Valley City. Tournament games, including professional-amateur events, concluded Sunday. E-mail: wleonard@desnews.com

---- INDEX REFERENCES ----

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## Bowled over by scented balls

Posted: Feb. 1, 2005

**Jim Stingl**[E-MAIL](#) | [ARCHIVE](#)

Sometimes, in the quest to satisfy the public's right to know, you have to get out there and smell bowling balls.

"I'll let you get that initial whiff of a virgin ball," Joe Cerar Jr. said as he opened a box and inner bag holding a never-used ball and urged me to stick my nose inside.

Wintergreen. Hey, this bowling ball is minty fresh.

I had stopped at Cerar's Bowlers Pro Shop, 4101 S. Howell Ave., to check on a rumor I believed was way too absurd to be true:

You can buy scented bowling balls now.

I don't mean the usual smells picked up by bowling balls - cigarette smoke, beer, gutter gunk, essence of armpit and such - but rather orange, cinnamon apple, black cherry, chocolate, banana, licorice, piña colada and many others.

If you're a scratch bowler, you can aspire to be a scratch 'n' sniff bowler. If it's your bowling shoes that stink, you're on your own.

Storm Products Inc., one of the bigger makers of bowling balls, builds the scent into its higher-end balls right there in its olfactory.

"The fragrance is a liquid added to the shell material during the manufacturing process," Steve Kloempken, the Utah-based company's technical director, told me.

"We have not found one yet that lost its scent."

They've avoided floral scents because there are limits of decency of how a bowling ball should smell. But watch for amaretto coming soon to a bowling center near you.

I pressed him. Why? Why make a bowling ball smell like fruit salad or a cocktail?

He said it builds brand loyalty. Buyers get attached to the smell and they only want to use balls made by Storm, which has a patent pending on the odoriferous addition.

But what does the bowler get out of it? Cerar said he's heard two answers. One, it makes a nasty bowling bag smell better.

And two, it has a calming effect on the bowler who steps onto the lane and holds the ball close to his nose before letting it fly. It puts him in the zone. There's no *I* in team, but there is an *om* in aroma.

Male customers seem to tolerate the scent because they want the ball's other fine qualities. Women like it, he said. Scented balls, most of them in wildly bright colors, have been selling well.

"It's a conversation piece. People don't believe you," said Dustin Toth, a 220-average recreational tournament bowler from St. Francis. The 23-year-old owns a bunch of scented balls.

Kloempken said nearly half of the pro tournaments last year were won with fruity balls. Why haven't we known this? If they use a raspberry football at Sunday's Super Bowl, believe me, there will be news stories.

Old Blue, my own battered bowling ball, is unscented just the way I like it, although I've been known to stink up the joint when I use it once or twice a year.

The cheapest ball Cerar carries at his store that has the built-in scent is \$139, which is why you smell so few out there on open-bowling nights. And the balls you borrow from the alley smell like bowling balls as God intended.

So far at least, scented balls have not trickled down to the masses, which should bother no one.

As a reality check, I called the Holler House, the south side bar that features two lanes of bowling in the basement where kids set the pins by hand. And I asked owner Marcy Skowronski if she's up on bowling balls that smell pretty.

Never heard of such a thing, she said.

"I've got to go downstairs and smell all the balls," she said.

Go ahead. We'll wait.

From the Feb. 2, 2005, editions of the Milwaukee Journal Sentinel  
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Today's Edition



**VICKI PREVOST**  
Pin Tales

## Swift in no hurry to leave lanes

Edmund Swift, known as Ed and also as the "the guy with the big hook and the bigger smile," has had bowling as a part of his entire life.

Bowling, and his many friends in duckpin bowling, have been a remarkable benefit in helping him to accept the loss of his wife earlier this year.

"If not for the many friends he has at Bowlimor Lanes," said his son Dave, "he would have had a very difficult time of it."

At 89 years old, Swift is still bowling three leagues, two in the

winter and one in the summer.

It was at LeBeau's Alleys next door to LeBeau's Tavern in New Bedford's north end when he was 15, that he got turned on to the sport.

Swift used to work as a pin boy and received five cents per lane. As he got better at the craft and was able to handle two lanes a time, he received 10 cents a game.

He would work enough so that he earned the 25 cents it would cost for him to bowl a game.

It was at that time, his now late brother, Charlie, held the alley record 234 game, a record he held until the lanes closed.

In the 1950's, Swift started bowling at Bowlimor Lanes in Mattapoisett with Arthur and Henry Saucier in the Acushnet League, a league in which he still bowls on the same night it's always been, Tuesday.

In that league, he bowled on the American Saw Team and, at one time, bowled his career-high 520 series, which included his career-high game of 189.

Swift was already in his 70's when he accomplished those high scores.

He also bowls in the Rochester League on Wednesday nights and used to bowl in the City League on Fridays until its demise. He bowled the three winter leagues and a summer league for 20 years since the 1960s.

The City League took the teams to different duckpin lanes in the SouthCoast area, including the Lincoln Park Lanes and Brockton Lanes.

"While at Lincoln Park, I picked up the 9-10 split three times in one night," Swift said.

Recently, in the Acushnet League, his team was the only one with three generations of bowlers. He had his son Dave and his grandson Steven bowling with him until Steven left bowling to pursue other things. Dave is still bowling with his dad.

Walk into Bowlimor Lanes on either Tuesday or Wednesday night and you'll spot Swift -- he's the one with the huge smile.

Subscribers Only

## Tip of the week

If you missed the USA Today newspaper article of May 27 about scented bowling balls, I'll fill you in.

Storm Bowling, the Brigham City, Utah, company that markets fragranced bowling balls, says 15 top pro bowlers use its high-priced scented balls (Pete Weber is one of them), and were rolled by the winners in nine of the last 20 Pro Bowlers Association events.

Pro bowler Ryan Shafer says he's been successful with black cherry and cinnamon scented balls, but one with a black licorice smell had an edge once because his opponent hated black licorice.

Shafer also said that the balls make wonderful car fresheners.

"The main reason for impregnating the ball covers with off-the-shelf fragrances you might find in cleaning products," said Bill Chrisman, Storm's founder (and former cleaning products salesman), "is that in the pro shops, the scent prompts shoppers to literally sniff out the product."

The aromas in the bowling balls are meant to last at least a decade.

Swift in no hurry to leave lanes: 6/7/2004



If a smelly bowling ball appeals to you, contact your pro shop operator to order one for you from Storm Products.

### Upcoming events

An Adult/Child League starts today at Wonder Bowl Four bowlers (two adults and two youngsters) comprise a team.

A NEBA event is June 12-13 at AMF Chicopee Lanes in Chicopee. For information, call the lanes at (413) 592-9161.



### highlights

**Don Sylvia**, formerly of New Bedford and now of Discovery Bay, Calif., the 2003-04 PBA Senior Tour Rookie of the Year, is starting off his sophomore year without missing a beat. He was second in the second event of the season in Klamath Falls, Ore.

Fourth-quarter winners in the Monday Night Mixed League at Wonder Bowl were the Banditos with teammates **Paul Pimental, Debbie Beaulieu, Jeannine Moniz, Marcel Beaulieu** and **Nickie Beaulieu**.

League champions in the Monday Night Mixed League at Wonder Bowl were the King Pins with teammates **Dave Costa, Roy Joseph, Scott Hahn, Karen Laneres** and **Paul Roy**.

League champions in the New Bedford Women's City League at Wonder Bowl were the Bedrock Buddies with teammates **Ruth Brown, Vikki Faria, Marie Perry, Cindy Swift** and **Cindy Pease**.

League champions in the Classic Lassies Match Point Doubles League at Wonder Bowl were **Joan Dean** and **Jen Furtado** who won both halves of the season's competition.

Recent high scores at AMF Holiday Lanes in Somerset were: **John Knight**, 298 game in the Cafe League; **Justin DeSouto**, 300, Somerset Commuters; **Mario Batista**, 826 series, LaCava League; **Jim Rusin**, 299 and **Dave Miranda**, 300 game both in the Somerset Commuters League.

Also, **John Dufault**, 300, Cafe League; **Del Picard, Jr.**, 804 series, Somerset Commuters; **Jeff Melia**, 300, Guys and Dolls League; **Nate Abdow**, 300, Somerset Commuters; **Kelly Van Hees**, 298, Somerset Commuters and **Nate Abdow**, 299, Monday Couples.

Senior scores were:

#### Wonder Bowl

**Wednesday Summer Seniors:** Manny Amaral, 212; Steve Baldyga, 197; John Botelho, 191; Millie Sylvia, 183; Pauline Fabian, 170.

Other scores were: **WONDER BOWL Center League:** Moe Foley, 235; George Roy, 230; Tom DeCarlo, 220; Charlie McConnell, 2226, 234, 237/697; Michael Cordeiro, 228; Kenneth Johnson, 245; Kenneth Ducas, 226, 246/685; Kenneth I. Stuart Jr., 211, 204; Ozzie Oswald, 206; Robert Thibault, 218; Gary Felix, 257/654; Eric Dahlberg, 211, 232; Wayne Venancio, 254; Nate Abdow, 254, 247/728; Michael Monast, 215, 234/646; Mark Perry, 238, 269/678; William Berche, 200, 213; Nicholas Dean, 235; Eric Sorell, 218, 227; Paul Gagnier, 214; Michael Baptista, 235, 227/641; Dale Pickett, 206, 204; Dale Carroll, 202; Clement Amaral, 222, 258, 222/702; Adam Desmarais, 201; Scott Drouin, 212, 229; Jared Dallaire, 201; Eric Morin, 209; Bob Faria, 203; Erik Weldon, 279; Stephen Brown, 227, 236/656; Barry Szczupak, 223, 215; Tony Avylla, 224; Joe Sears, 202, 224; Ray Medina, 226; Robert Estelle, 255; Jason Cunha, 202, 208; Don Wunschel, 222; Steve Camara, 212; Kenneth Camara, 207; Derek DaCosta, 225, 204; Craig Amaral, 268/677; Moe Dean, 203; Eric Martin, 207; Ed Seed, 205. **Monday Night Mixed:** Barry Szczupak, 238/678; Joey Cabral, 224; Steve Camara, 224/658; Pudge Boudreau, 224; Leroy Medeiros, 222; Tom Boudreau, 219; Kyle Hincliffe, 213; Glenn Spindola, 211; Kolby Aguilar, 205; Tony Medeiros, 203; Kevin Britto, 203; Lionel Racine, 202; Marcel Beaulieu, 200; Carlos Alcaidinho, 200; Debbie Camara, 211/582; Julie Marks, 201/562; Jackie Sylvia, 525; Tammy Spindola, 519; Rose Tomczewski, 510; Maria Melo, 510. **New Bedford Women's City League:** Linda Pierce, 209/574; Dolly MacMillen, 507; Linda MacKenzie, 502; Gail Greenwood, 505; Carol Tyson, 520; Jean Oswald, 508; Brandi Souza, 508; Vikki Faria, 202/512; Lindy Jenkins, 218/520; Annemarie LeFever, 508. **Summer Recruits:** Margaret Lavoie, 506; Angie Souza, 173. **Tuesday Night Mixed:** Bruce Kimball, 214; Rachel Maciel, 211/500; Joe Teixeira, 204, 202; Randy Bryden, 201; Debbie Camara, 510; Gail Glossop, 500; Jerry Mahan, 218; Tom Avylla, 212; Skip Martel, 206; Barry Szczupak, 210; David McMullen, 200; Danny Houghton, 200, 224; Brad Raphael, 203; Bill Dubois, 206, 221; Steve Dion, 201; Tim Sousa, 220, 209; Sylvia Sousa, 201/538; Mike Gendrin, 211; Bernard Williams, 224.

Vicki Prevost is a columnist for The Standard-Times.

This story appeared on Page C20 of The Standard-Times on June 7, 2004.



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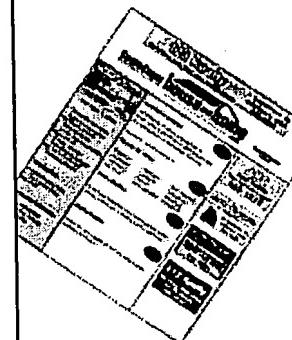
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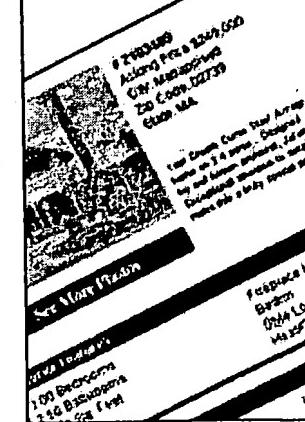
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June 14, 2004

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All Press Releases for June 7, 2004

### Win-A-Spot Schedule covers 4 states for Evansville PBA Regional

*In June and July, 5 bowling centers in 4 states will host Win-A-Spot Tournaments for Guaranteed Entry into the PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open in Evansville, Indiana.*

(PRWEB) June 7, 2004 -- Amateur Bowlers from Missouri, Illinois, Indiana and Kentucky will have a local opportunity to earn guaranteed entry to the PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open. AMF StrikeNSpare in St. Louis, Missouri, AMF Arc Lanes in Evansville, Indiana, Eastown Recreation Center in Jasper, Indiana, Ross Cottom Lanes in Harrisburg, Illinois, and Melody Lanes in Madisonville, Kentucky, are opening their doors to men and women with the skill and tenacity to challenge the best the game has to offer. For the \$40 entry fee, each 5 game tournament pays a prize fund to 1 in 5 bowlers, with total pin fall determining the winner.

AMF StrikeNSpare, located at 1309 N. Lindbergh in St. Louis, will be hosting its tournament at 2:00 pm on Sunday, June 6th. Interested participants may contact Mark Thomas or Dale Butler at (314) 997-1004 for further details. At 5:00 pm on Sunday, June 13th, the Win-A-Spot host is AMF Arc Lanes, located at 4901 Monroe Avenue in Evansville. Interested participants may call (812) 476-3003 for further details. Rounding out the June Schedule is the 2:00 pm tournament at Eastown Recreation Center on June 19th. Located at 1307 Crossroads Avenue in Jasper, interested participants may call (812) 481-2695 for more information.

Ross Cottom Lanes hosts the first July tournament, located at 2080 US Hwy 45 N in Harrisburg. Beginning at 12 noon on July 10th, please call (618) 253-8417 for further details. Finishing off the schedule is Melody Lanes on July 18th at 10 am. Located at 1018 Main Street in Madisonville, interested participants may call (270) 821-2616 for more information.

The PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open takes place August 6, 7 and 8, 2004 at AMF Arc Lanes in Evansville, Indiana. On August 6th, bowling fans will have an opportunity to Bowl with the Pros in 2 different Pro-Am squads. The 6 p.m. Family Pro-Am will be a fun filled event with door prizes and autographs, where kids, parents, and grandparents of all ages and skill levels can soak up the electric tournament atmosphere. The 8 p.m. Adult Pro-Am sports a bit of a competitive edge, but with the same fun and frenzy of any Pro-Am event. Costs per participant is \$35 per Adult/\$25 per Youth or Senior, and all participants may add a Storm Flash Force or Storm Depth Charge to their entry for only \$100.

Storm Products, Inc. began as a manufacturer of bowling ball cleaning products in 1985, under the name High Score Products. Bill and Barb Chrisman launched their highly successful line of bowling balls in 1991, and officially became Storm in 1994. Today Storm Bowling Balls can be found in the hands of many prominent professional and amateur bowlers alike, and recent products, like the Triple X Factor, are among the best selling bowling balls in the world. Storm's newest releases, the Flash Force and the Depth Charge, will be available to Pro-Am entrants at the PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open for only \$100 each, a savings of over 30%.

With 7 locations in 4 states, Bowlers Aid Pro Shops, LLC provide bowlers of all ages and skill levels with unsurpassed selection, service and instruction. Owned and Operated by Joe and Deborah Galloway, each location proudly provides bowling products from such manufacturers as Storm, Brunswick, AMF and Turbo 2-N-1, and offers USA Bowling Certified Coaching expertise.

The Professional Bowlers Association Tour features the best bowlers in the world competing in 20 tournaments a season for a total prize fund of over \$5 million. The PBA Regional Tour will consist of over 200 events this season, with a prize fund totaling nearly \$4 million. The PBA has continued its remarkable growth that includes a record membership base of over 4,100 bowlers, and a 20% increase in tournament entries from the 2002-2003 season to the 2003-2004 campaign. PBA sponsors include Miller Brewing Company, Banquet Foods, Pepsi, Jackson Hewitt Tax Services, Dexter Footwear, Geico Direct, Odor-Eaters, Days Inn, Cambridge Credit Counseling, Baby Ruth, Storm, Wild Turkey Bourbon and Bayer. For more information on the PBA, log on to [www.pba.com](http://www.pba.com).

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How the Lakers  
CAN BE BEATEN  
BY JACK McCALLUM

Shaquille  
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# Sports Illustrated

## THE SLUMP

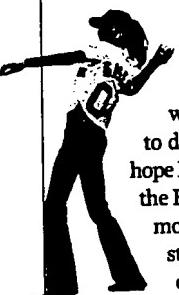
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>>> DEREK JETER <<<  
Career Batting Avg. .317  
Avg. This Season Through May 25. .189  
Avg. from May 26 to May 31. .458

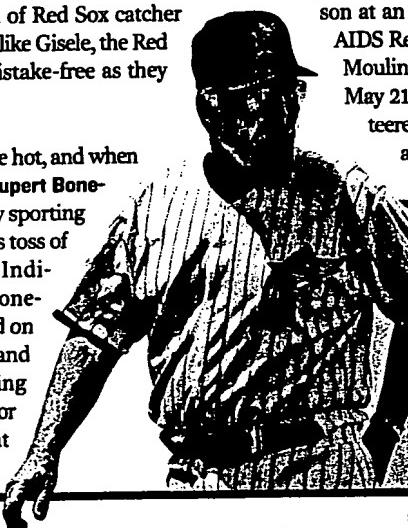
# SPORTS BEAT

YOU MAY HAVE noticed how rare it is that after a person sings the national anthem at a sporting event, the singer's father appears, rips off his shirt and whips the crowd into a screaming frenzy. Nevertheless, that is precisely what happened, twice, in Tampa last week when the Lightning asked Brooke Bollea, the 16-year-old daughter of pro wrestling immortal Hulk Hogan, to perform Francis Scott Key's greatest hit before the team's Stanley Cup games against the Flames. Bollea (left) sang the anthem at the St. Pete Times Forum at least a dozen games this season, and Calgary's win in Game 1 was just the second time her appearance preceded a Lightning loss. The Hulkster, by the way, had just one piece of advice

for his not-so-little (she's 5' 11") girl, whose debut CD will be released on June 8. "I told Brooke to sing it straight, with respect," said Hogan. "If she puts any twist on it, I'll come out and body-slam her to the ice."

 ■ "I just learned how to throw the ball," supermodel Gisele Bundchen (left) admitted before a game at Fenway Park on May 25 at which she was to deliver the ceremonial first pitch. "I hope I don't make a crazy [mistake]." Then the Brazilian bombshell, in town to promote the opening of a Victoria's Secret store in Copley Square, fired the ball over the head of Red Sox catcher

Jason Varitek. Unlike Gisele, the Red Sox were practically mistake-free as they pounded the A's 12-2.

 ■ When you're hot, you're hot, and when you're *Survivor* alum Rupert Boneham, you're hitting every sporting event within a corndog's toss of your hometown of Indianapolis. Last week Boneham, 40, who competed on *Survivor: Pearl Islands* and won \$1 million for being the most popular Survivor of all time, appeared at



## PICTURE THIS

If you marveled at the resemblance between Mrs. Chapman and Mr. Baffert four pages back, consider this: As Smarty Jones (left) galloped to an 11-length win in the Preakness with Stewart Elliott (a Canadian in blue-and-white silks) up, he was, from this angle, the very image of Secretariat scoring a 21-length win in the 1973 Kentucky Derby with Ron Turcotte (a Canadian in blue-and-white silks) up.

the Indy 500 Festival Parade, Hoosier Park race track and at Conseco Fieldhouse for Game 2 of the Pacers-Pistons series. As Indiana's honorary captain, Boneham, a former bartender and gravedigger who now counsels troubled teens, took to the court before player introductions and fired up the crowd, then came back for Game 5. As for his newfound celebrity, Boneham discussed it before Game 2 with another member of the Indy glitterati: Jared, of Subway fame. "He was very nice," says Boneham. "Combined, I think we could be Indiana's version of Jack Nicholson."

■ How much would you pay for a one-hour private tennis lesson with Serena Williams? For designer Donatella Versace, \$25,000 seemed reasonable. With Williams's movie director-boyfriend, Brett Ratner (*Rush Hour*, *Red Dragon*), acting as auctioneer, Versace bid on the lesson at an American Foundation for AIDS Research black-tie gala at Le Moulin de Mougins in Cannes on May 21. (Monica Seles also volunteered a one-hour lesson, which a British neurologist bought

for \$25,000.) The tennis stars joined Sharon Stone, Liza Minnelli, Ashley Judd, Sheryl Crow, Quentin Tarantino and Harvey Weinstein for the event, which raised more than \$2 million.... Late-model stock car racer Leilani Münter shouldn't have any trouble scoring dates; she

## THIS WEEK'S SIGN OF THE APOCALYPSE

Nine of the last 20 PBA tour events have been won by bowlers using scented balls.

worked as a body double for Catherine Zeta-Jones in *Traffic* and *America's Sweethearts*. But the 28-year-old brunette nonetheless took part in *I Wanna Date a Race Car Driver*, a reality dating show that premieres on the Speed Channel on June 9 at 9 p.m. Also included in the four-episode series are NASCAR Craftsman Truck Series drivers Jon Wood and Brandon Whitt, and AMA Superbike racers Eric and Ben Bostrom.

## « THEY SAID IT » JACK McKEON

Florida's 73-year-old manager, on his longevity: "I'm so old I remember Preparation A."